

TDM Guide for Planners:

Including Transportation Demand Management (TDM) Strategies in the Planning Process

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**August 1996
Revised August 2000**

Washington State Department of Transportation

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The authors would like to acknowledge the considerable value to development of this guide of the Puget Sound Regional Council's "Update of the Metropolitan Transportation Plan for the Central Puget Sound Region, Technical Paper: MTP 12" (August 1994), its Congestion Management Plan, and its work on congestion pricing.

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Table of Contents

Introduction	V
Chapter 1: Introduction to Transportation Demand Management	1
Why TDM in Planning?	
TDM in Policy	
Classification of TDM Strategies	
Table 1.1 Characteristics of TDM Strategies	
Chapter 2: Including TDM in the Planning Process	13
General TDM Planning Process	
TDM in the Environmental Impact Statement (EIS) Process	
Chapter 3: Recommended Preliminary Screening Criteria for TDM Measures	25
Chapter 4: Complementary TDM Strategies	35
Table 4.1 Complementary Strategies Matrix	
Chapter 5: Evaluating Packages of TDM Strategies	41
Methods for Measuring Effectiveness of Individual TDM Strategies	
Recommended Evaluation Criteria for TDM Strategies within a TDM Program	
Table 5.1 Evaluation of TDM Strategies	
Chapter 6: Recommendations for Further Work	49
Gaps in TDM Knowledge	
Technical Research Needed	
Policy and Process Barriers	
Appendix 1: Detailed Descriptions of TDM Strategies	A-1
Appendix 2: Glossary	A-79
Appendix 3: Acronyms	A-83
Appendix 4: Bibliography Matrices	A-85

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Introduction

Purpose of the TDM Guide

This guide was produced primarily to provide guidance in including transportation demand management (TDM) measures in the transportation planning process, including Environmental Impact Statements (EISs), comprehensive plans, corridor studies, and traffic mitigation plans. Its secondary purpose is to serve as a TDM primer for those who may be new to TDM strategies and need an understanding of what these techniques entail.

This guide is designed to:

- Introduce the reader to the concept of TDM
- Provide background on EISs, federal and state policy, and Washington State Department of Transportation's (WSDOT's) perspectives
- Outline a process that can be followed to develop a TDM program
- Describe characteristics of key TDM strategies
- Propose screening criteria for assessing the TDM environment in the area being studied
- Identify TDM strategies that complement each other as part of a TDM package
- Discuss how to evaluate the potential impacts of TDM strategy packages
- List additional resources that the reader may want to investigate
- Recommend further work that might be undertaken to refine the understanding and knowledge of TDM

This document is an updated version of the "Guide to Including TDM Strategies in Major Investment Studies and in Planning for Other Transportation Projects," published by the TDM Resource Center at WSDOT's Office of Urban Mobility in 1996. This guide has been developed to share our experiences and research. The updated version has been undertaken concurrently with the development of OUM's TDM training program, "A TDM Primer for Planners," and is intended to be used both as a stand-alone document and as a supplement to the Training Program materials.

At this point, more can be gained in the TDM field by thinking creatively rather than asserting any sort of dogma. The processes, categories, and strategies presented in this guide represent a compilation of the TDM Resource Center's experience, the experience of others, and recent research. While we have some practical experience with the incorporation of TDM into the planning process, it should be emphasized that the TDM field is still rapidly evolving. While the examples, strategies, and categories included within the guide are one way to do things, there are certainly many others. Readers are encouraged to use and modify the concepts and examples within this guide, create new ones, and alter the processes in whichever way best fits their needs.

For further details, other examples or information, or for further information about the TDM training program, go to <<http://www.wsdot.wa.gov/Mobility/TDM/TDMhome.html>> on the web or contact:

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